

App Privacy Labels

How Apple Exposes Data Collection Practices on the App Store

Jonas Vogel @ CocoaHeads Aachen - January 28, 2020

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“Ask yourself:

Would you really want to live every day with that particularly annoying, **privacy-invading advertisement profiling virtual agent** that *you* are being asked to implement?”

— *Prof. Dr. Jan Borchers, at the 2020 graduation speech @ RWTH Aachen*

Outline

1. Basics
2. Examples
3. 3rd Party Dependencies & IDFA
4. Questions & Discussion

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For each *data type* that your app collects, specify:

1. Why is it collected (e.g. App Functionality)?
2. Is it linked to the user?
3. Is it used to track the user?

Data Collection

Contact Info

- Name**
Including first or last name
- Email Address**
Including but not limited to a hashed email address
- Phone Number**
Including but not limited to a hashed phone number
- Physical Address**
Such as a home address, physical address, or mailing address
- Other User Contact Info**
Home or physical address

Health & Fitness

- Health**
Health and medical data, including but not limited to from the Clinical Health Records API, HealthKit API, MovementDisorderAPIs, health-related human subject research, or any other user provided health or medical data
- Fitness**
Fitness and exercise data, including but not limited to the Motion and Fitness API

Financial Info

Back Cancel Save

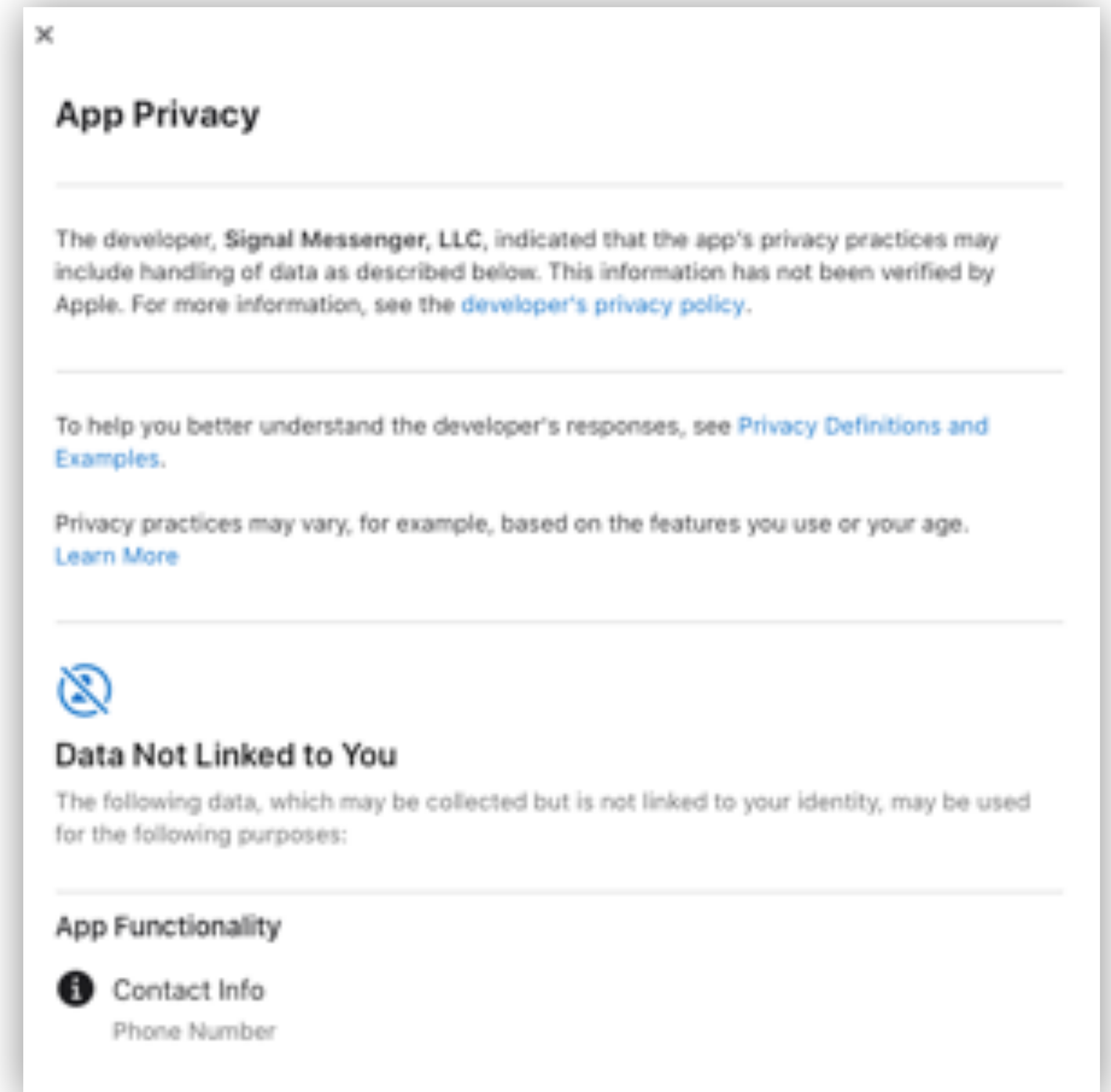
Tracking

“Tracking” refers to linking data collected from your app about a particular end-user [...] with Third-Party Data for targeted advertising [...] or sharing data collected from your app about a particular end-user or device with a data broker.

developer.apple.com/app-store/app-privacy-details/#user-tracking

Examples of App Privacy Labels

- Corona-Warn-App
- Spotify: Music and podcasts
- WhatsApp Messenger
- Signal - Private Messenger



Source: [Signal App Store](#)

You're responsible for your dependencies!

- Google Firebase: informative discussion on GitHub which resulted in dedicated support article:
 - <https://firebase.google.com/docs/ios/app-store-data-collection>
 - <https://github.com/firebase/firebase-ios-sdk/issues/5928>
- Facebook Analytics: less transparency in data use. I personally consider anything sent there as “used for tracking”.

Related: Use of device's advertising identifier (IDFA)

- Starting with iOS 14.5, Apple requires developers to ask permission to track
- New AppTrackingTransparency framework
- ID zeroed out if permission not granted
- Analytics SDKs tend to couple transmission of IDFA with linking of AdSupport framework



Questions?



My prediction for August 2021

Following Cookie Hell - IDFA Consent Hell

